



Policy Title:	Advertising and Sponsorship policy		
Policy Owner:	Action Learning, Action Research Association Ltd		
Relevant Statute (if applicable):	Action Learning, Action Research Association Ltd Constitution		
Relevant Legislation (if applicable):			
Policy Reference and Version No.:	Pol_6_1ALARALtd_Sponsorship	Policy reviewers:	Colin Bradley Emmanuel Tetteh Chivonne Algeo John Molineaux Andrew Cook
Commencement Date:	15 July 2020	Next Review Date:	15 July 2023

- i. Intent of Policy:** This policy provides clear, consistent, fair guidelines to advertisers and sponsors who support events, publications and other organizational operations conducted by Action Learning, Action Research Association Ltd (“ALARA”).
- ii. Scope:** The policy covers any form of advertising and sponsorship from any agreed source, of any scale for any purpose.
- iii. Exclusions (if any):** ALARA should not enter into the provision of advertising and sponsorship from a source that is unacceptable to ALARA members by being in contradiction with ALARA’s constitutional objectives and vision, or could have a detrimental effect on ALARA and its reputation.
- iv. Key Objectives:**
- To determine classes of advertising and sponsorship
 - To provide guidelines for associated offers from ALARA consistent with level/value of financial and in kind sponsorship
 - To enable clear advantages for major sponsorship while also encouraging valued minor sponsorships to promote ALARA’s objectives
- v. Policies, records and action plans**
- ALARA business and financial plan
 - ALARA marketing strategy
 - Membership policies including affiliate membership policy
 - Web page functions including events web page and email newsletters (e-News)
 - Marketing for events and publications
 - ALARA events registrations
 - Accounting and administration including banking functions and reporting



- vi. Supporting / Related Documents:**
- ALARA Conference Partnership policy
 - Memoranda of Understanding for Conferences and Congresses
 - Learning Culture at Conferences – Creating Connection through Participatory Processes
 - Letters of agreement with advertisers or sponsors
 - Affiliate and individual membership forms
 - Journals, newsletters, e-News and emails, social media sites and pages, web pages, conference and congress papers, and other publications
 - List of sponsorship offer activities – Schedule 1
 - Criteria for Inclusion of Events on the ALARA Website and In the Fortnightly Email Newsletter (e-News) – Schedule 2
 - ALARA Event Advertising Sponsorship Guide
- vii. Key Words:**
- Advertising
 - Sponsorship
 - Partnership
 - Offers
- viii. Supporting Procedures / Guidelines:**
- Policy reviews, business planning, marketing, event management
- 1. Definitions and Acronyms:**
1. Core sponsor: major range sponsor level up to value of 25% of the costs of the item being sponsored, sponsorship being no risk as non-returnable – e.g., 25% of Congress costs in kind or funding or sponsorship of major new ALARA organisational asset such as pro bono legal service or publishing service.
 2. Key sponsor: mid-range sponsor level of a specific aspect of service associated with an item, up to value of 10-25% of costs, being no risk as non-returnable – e.g.: sponsoring costs of conference publication or virtual conferencing or in kind sponsoring of catering services.
 3. Advocate sponsor: a minor range of sponsor level, for a single small scale item to value of 1-10% of costs, being no risk as non-returnable – e.g.: sponsoring participant registration for high need group, or in kind sponsoring of front of house.
 4. Core partner: major (25- 50% value) financial or in kind support that is returnable through the event – risks shared with ALARA and secured in MOU.



5. Key partner: mid-range (10-25% value) financial or in kind support that is returnable through the event – risks shared with ALARA and secured through MOU.
6. Advocate partner: either minor range (1-10%) financial or in kind support which is returnable through the event, risks not shared and not secured in the MOU but through a letter of agreement; or, the event or service is being conducted by the sponsor with minimal risk to ALARA, and secured through a letter of agreement.
7. Series advertiser: placement of an advertisement over a series of activities or events, such as the e-News or a series of small events, usually associated with a small discount on the standard advertising rates, secured with a letter of agreement.
8. Web advertiser: placement of an advertisement on the ALARA website or in its social media sites (where allowed) for a defined period, secured with a letter of agreement.
9. Event advertiser: advertising material associated with an event in one or more of the following ways, secured with a letter of agreement:
 - Placement of advertisements in material promoting the event (but not sponsoring the event)
 - Placement of material in the participant satchel / bag
 - Inclusion of advertising in participant program or similar
 - Advertising at the venue during the event
10. A letter of agreement can include confirmation via an email exchange.

2. Forms and Templates

3. Policy Functions

To encourage major, mid-range and minor advertisers and sponsors to promote ALARA's objectives, and to distinguish between advertisers / sponsors and investors, with appropriate marketing and reciprocal arrangements sustained by ALARA.

A. Offers commensurate with sponsorship and partnership levels

1. Core sponsor:
 - a) Complimentary attendance at the event of up to four members of the sponsor, or if sponsorship of ALARA, membership of ALARA for year of sponsorship
 - b) Primary (equivalent to the ALARA logo) visibility (positioning, size and colour) for logos and corporate branding on all marketing materials for the event or the year, including ALARA web page, journal and e-News
 - c) Preferential references/promotion to all members and affiliates, for all ALARA's activities, for the sponsor's services and interests



- d) Complementary inclusion (less costs) for the nominated representatives (to a maximum of four) of the sponsor, in all ALARA's professional development activities in any global location during the period of complementary membership
 - e) Invitation to present as a keynote, key intellectual contributor to ALARA's events and products (journal, etc.)
 - f) Inclusion as ex officio in management of event if so desired
 - g) Listing with other sponsors in class of sponsorship on sponsored item materials
 - h) Inclusion in ALARA's activities across all jurisdictions
2. Key sponsor:
- a) Complimentary attendance at the event of up to two members of the sponsor, or if sponsorship of ALARA, membership of ALARA for year of sponsorship
 - b) Secondary visibility (positioning, size and colour) for logos and corporate branding on all marketing materials for the event, or the year, including ALARA web page, journal and e-News
 - c) Discounted inclusion (less costs, discount determined by extent of sponsorship) for up to two members or employees of the sponsor, in all ALARA's professional development activities in any global location during the period of complementary membership
 - d) Listing with other sponsors on class of sponsorship on sponsored item materials
3. Advocate sponsor:
- a) Discounted attendance at the event of one member of the sponsor, or if sponsorship of ALARA, discounted affiliate or individual membership for the year of the sponsorship
 - b) Listing with other sponsors in class of sponsorship on sponsored item materials
4. Partners
- a) Enjoy the same offers as Sponsors commensurate with their level of partnership
 - b) They are supported by the ALARA Board to affect the partnership, which is secured in the MOU or a letter of agreement. This is because risk is shared and investments are returned to the partner on conclusion of the event or delivery
 - c) Partners are identified as "partners" and are distinct from "sponsors" in all marketing and references
 - d) Partners are listed with other partners in level of partnership on invested item materials (programs, fliers, etc.)
 - e) See ALARA's event partnership policy for more information



B Offers commensurate with advertising levels

1. Series Advertiser
 - a) Advertiser supplies copy-ready / web-ready materials for placement
 - b) Prominent location for advertisement; if in a series such as the e-News, at the base or small and at top left or right of the e-News; if in a series of events, at the registration table or nearby, and mentioned during the introduction to each of the events
2. Web Advertiser
 - a) Advertiser supplies web-ready materials for placement
 - b) Prominent location for advertisement: in right hand column, but not as a pop-up, on the front page or a specific page relevant to the advertisement
3. Event Advertiser
 - a) Advertiser supplies copy-ready or web-ready materials for placement
 - b) Size and location according to the schedule for advertising rates for the event

C Guidelines for seeking or responding to offers of advertising, sponsorship and partnership

1. Check alignment between ALARA's constitutional objectives, vision and business plan and those of the potential advertiser, sponsor or investor.
2. Seek personal connection between an ALARA member and the potential advertiser, sponsor or partner with which to undertake the negotiations and ongoing arrangements.
3. Ensure that the ALARA Board is included in all decisions leading to an approach or response prior to commencement of any action. This involvement will allow the Board to be aware of all advertising, partnerships and investors and so it can ensure the arrangement works in the best interests of members cognisant of the value proposition that an advertiser, sponsor or partner may bring to ALARA.
4. Ensure that the ALARA Board plans for and implements the honouring of the advertising, sponsorship or partnership agreements across all appropriate functions / service or product commensurate with the level of support offered as described in this policy or otherwise agreed.
5. Evaluate the implementation of this commitment regularly with evaluation of the delivery of the MOU, event project plan, or the letter of agreement and include the ALARA Board in addressing any oversights and shortcomings.



6. In the event of any compromises to the intent of the advertising, prioritise sponsorship or partnership negotiations, and where this prioritisation is not possible, or an agreement with the sponsor or advertiser is not possible, engage an independent conflict resolution service and process agreeable to both parties as a matter of priority.
7. At the conclusion of the period of advertising, sponsorship or partnership benefits, and on agreement of a successful arrangement, the President re-approaches the parties concerned by letter or in person, to invite ongoing advertising, sponsorship or partnership with ALARA.

4. Sub-groups

Conference and Congress Organising Committees

Publication Coordinator and editorial panels

ALARA Board

ALARA Committees Group

ALARA administration



Schedule 1: Sponsorship Offers

To be used in conjunction with the ALARA sponsorship and partnership policies, and the MOU for Conferences and Congresses commensurate with levels of support

POSSIBLE SPONSORSHIP OFFERS

1. Sponsor conference
2. Sponsor a Day
3. Sponsor keynotes
4. Sponsor Stream
5. Sponsor Field
6. Sponsor participants to attend – pay for registration and/or travel
7. Sponsor conference drinks
8. Sponsor conference dinner
9. Sponsor Internet Café at conference
10. Pay for a prize (with naming rights)
11. Pay for memberships
12. Donations

POSSIBLE BENEFITS FOR SPONSORS

1. Acknowledgement at official opening and closing ceremonies
2. Prominent positioning of logo on most conference signage
3. Opportunity to make a brief presentation (5 mins) at the Opening Ceremony
4. Corporate logo displayed on holding slide at the beginning and end of each conference session
5. Corporate logo on front cover of Registration Brochure
6. Corporate logo in Registration Brochure
7. Corporate logo prominently displayed on all Sponsor Boards
8. Corporate logo and promotional paragraph website with appropriate hyperlink
9. Corporate logo on front cover of Program Book
10. Corporate logo in Program Book
11. Recognition in all promotional email newsletters (HTML formatted only)
12. Corporate logo included on all conference advertising
13. Opportunity to place corporate signage and promotional material at Conference Dinner •
14. Opportunity to place corporate gift and literature on each table at Dinner •
15. Opportunity to verbally welcome guests at the Dinner (3 mins only) •
16. Corporate Branding of the Electronic Poster Area •
17. Corporate logo on welcome screen of all Electronic Poster Terminals •
18. Opportunity to place corporate signage and promotional material at Welcome Reception •
19. Opportunity to hand corporate gift to each attendee at Welcome Reception •
20. Opportunity to welcome guests at the Welcome Reception •
21. Corporate branding of the Internet Café and webpage of choice as default page on all Internet Café terminals
22. Opportunity to place promotional material around Internet Café •
23. Corporate logo on USB sticks containing the Conference Paper and promotional material loaded onto USB stick
24. Provision of 25 (twenty-five) Conference Paper USB sticks
25. Logo printed on participant satchels and promotional material placed in satchels.
26. Provision of 50 additional satchels
27. Promotional material placed in participant satchels
28. Complimentary “Full Participant” conference registrations
29. An invitation for a senior representative of your organisation to be seated at dinner table with elders



30. Complimentary tickets to Dinner
 31. Complimentary tickets to the Welcome Reception
 32. Drinks Session
 33. Display space
- When sponsoring this separate activity



Schedule 2: Criteria for Inclusion of Events on the ALARA Website and In the Fortnightly Email Newsletter (e-News)

For putting on the website, or for including a line or two in the fortnightly emails, an event or cause must fit within one or more of the following.

1. It is about or includes AL / AR in one or more parts of the activity, as evidenced by title, or title of a sub-component, such as a workshop or session within a conference
2. It is proposed for inclusion by a member, it is in an area / stream that ALARA members have an interest, there is the potential for AL / AR influence, and ALARA provides a social / community service by advertising the activity
3. A member proposes it, and it is in a field that aligns with AL / AR or benefits from, or provides benefit to, AL / AR practice (The learning circles is an example of this type of relationship with AL / AR.)
4. ALARA members will gain a benefit by attending and stating they are ALARA members or found out about the activity from ALARA (such as discounted registration fee)
5. There is potential for promotion of ALARA or AL / AR, or for reciprocity of promotion by the organisation conducting the activity. (For example, ALARA will promote AIB's conference, and in return, AIB will allow ALARA to provide a flyer promoting ALARA to attendees at their conference.)

The purpose of these scenarios is to provide information to ALARA members and the AL / AR community about events that increase awareness and use of AL / AR. In the above cases, therefore, with a possible exception of the fifth scenario, ALARA will generally not receive a payment. In certain circumstances, however, ALARA could expect or seek some benefit (such as that described in the fifth scenario) or compensation. These circumstances could arise when the activity is the normal commercial activity of the entity seeking to promote the activity, and that entity is gaining income from the activity.